



CC: AE

J.A. MORRIS
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March 1, 1993

TO: All Divisions with WAWA Locations

SUBJECT: Revised Monarch/Doral Counter Display

Dear Managers:

Effective March 1, 1993, Wawa has changed the authorized RJR displays for all stores as follows:

- o Permanent Counter Displays Full Price Brands (remain same).
- o Promotional Floor Displays (remain same).
- o Current Bronson/Monarch Display will change to the following brands:
 - Monarch - 50% of display
 - Doral - 50% of display
- o Doral Floor Display - Dimension 4 should be removed.
- o Support Doral packs and cartons - utilize \$0.40 off pack and \$4.00 off carton coupons.
- o SIS reporting should be as follows:

PREF PR CTR 4L3	\$100 monthly
PREF PRES ABC	\$85 monthly
TOTAL	\$185 monthly

Effective March 1, 1993

Please end all other plans in effect as of February 28, 1993.

The Chain Accounts Department will make the mass contractual changes on SIS effective March 1, 1993 to reflect the above reporting.

Any individual Wawa stores that do not qualify for the above named plans (Pref Pr CTR 4L3 and Pref Pres ABC) should be brought to my attention. Please notify my office with the following information:

51854 1273

"We work for smokers."



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EXAMPLE

Reason for any other plans: o Only Doral Counter Display
 o Only PCD
 o No RJR Display
 o Etc.


Please report any exceptions to my office prior to March 15, 1993 in order that this quarter's pay register may be brought up to date prior to the close of the quarter. Again, we will make the necessary changes.

Attached is correspondence from Wawa Headquarters, Kathy Pinto, Buyer, explaining in detail the Doral/Monarch display program. Please provide this letter to the appropriate RJR personnel contacting Wawa stores in your division.

If you have any questions, please give me a call.

Thank you for all of your cooperation and assistance with this chain.

Warm regards,


J. A. Morris

JAM:des
Attachment

51854 1274

"We work for smokers."